

**REMIX**

**THE AUDIENCE**

## A Snapshot of Remixmag.com Visitors

**91% are male.**

**48.5% have a bachelor's degree or higher.**

**Average personal income is \$45,500+ per year.**

**69% own their own studio.**

**They spend an average of \$2,700 each year on music-production products and \$1,400 per year on band performance/DJ-related products.**



## Site Visitors Use Remixmag.com to:

Learn about specific product or applications information (58.7%)

Learn about new products (57.9%)

Access the article archive (31%)

Research artists (29.4%)

Learn about Remix Hotel events (28.6%)

Watch videos (26.2%)

View e-newsletters (19.8%)

Visit an online special report (15.1%)

View webcasts (10.3%)

Locate a specific advertiser/mfr (9.5%)



Visitors to Remixmag.com specify, recommend, approve, purchase or influence the purchase of:

Recording products (65.9%)

Personal computers (65.1%)

Musical instruments (62.7%)

Vinyl/CDs (49.2%)

Recording media (44.4%)

Live performance products (42.9%)

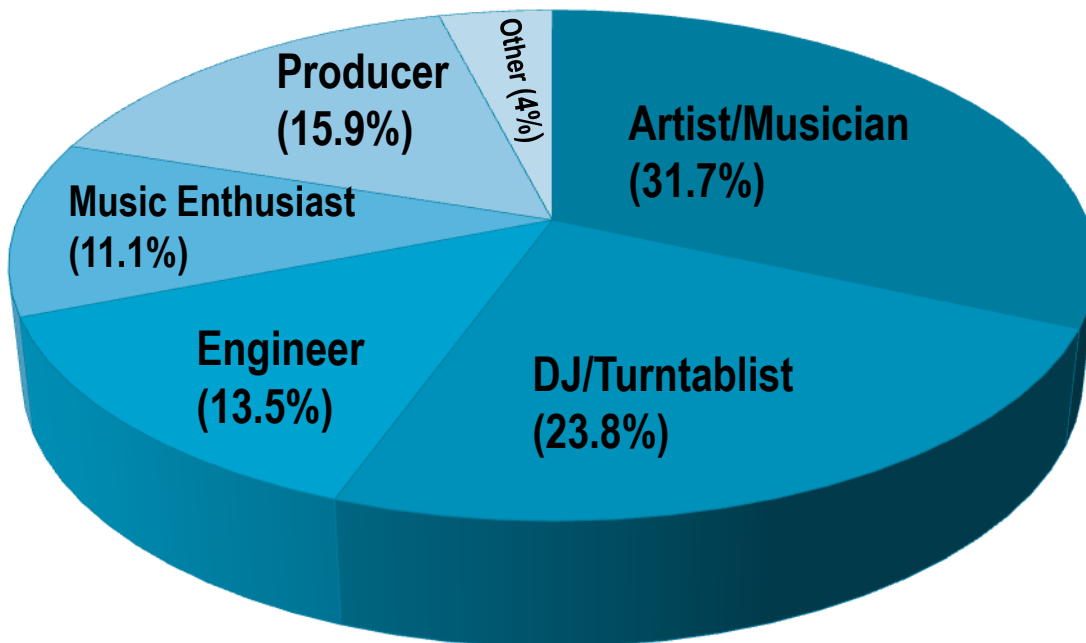
DJ/turntablist products (37.3%)



## Remixmag.com Visitors' Primary Musical Activities:



Primary Musical Activity



## Remixmag.com Visitors' Secondary Musical Activities:

Producer (40.7%)

Artist/Musician (30.9%)

Music Enthusiast (27.6%)

Engineer (23.6%)

DJ/Turntablist (17.9%)

Other (5.7%)

